

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF EDUCATION
(PRIMARY OPTION)**

PECO 331: TRADE

STREAMS: BED (PRIMARY OPTION) SB

TIME: 2 HOURS

DAY/DATE: THURSDAY 12/04/2018

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

- **SECTION A-QUESTION ONE (1)-IS COMPULSORY**
- **SECTION B-ANSWER ANY OTHER TWO QUESTIONS**

SECTION A

QUESTION ONE (1)-IS COMPULSORY (30 MARKS)

1. (a) You have been invited to Kenya trade fair in Nairobi to advise Kenyan traders. Prepare a presentation on how a Kenyan fresh fruit trader may export her fruits to Britain. (10 marks)

(b) Using the product life cycle theory, what ways does the marketing strategy for a mature product differ from the marketing strategy for a growth product? (10 marks)

(c) Assume a trader is planning to promote a cereal to both adults and children. Explain any four dimensions these two promotional campaign tools will be carried out. (10 marks)

QUESTION TWO

2. (a) Discuss the different methods a trader can use to obtain and/or develop political risk assessment information.

What do you think are the strengths and weaknesses of each? (10 marks)

- (b) Explain the various price setting strategies available to traders. (10 marks)

QUESTION THREE

3. (a) Discuss the reasons motivating Kenyan traders to seek competitive advantage in foreign markets. (10 marks)

- (b) Discuss how a Kenyan trader may implement the marketing concept. (10 marks)

QUESTION FOUR

4. (a) Explain what can a trader do to culture-sensitize her staff. (10 marks)

- (b) Discuss the cost and service tradeoffs involved in developing a physical distribution system for traders. (10 marks)
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